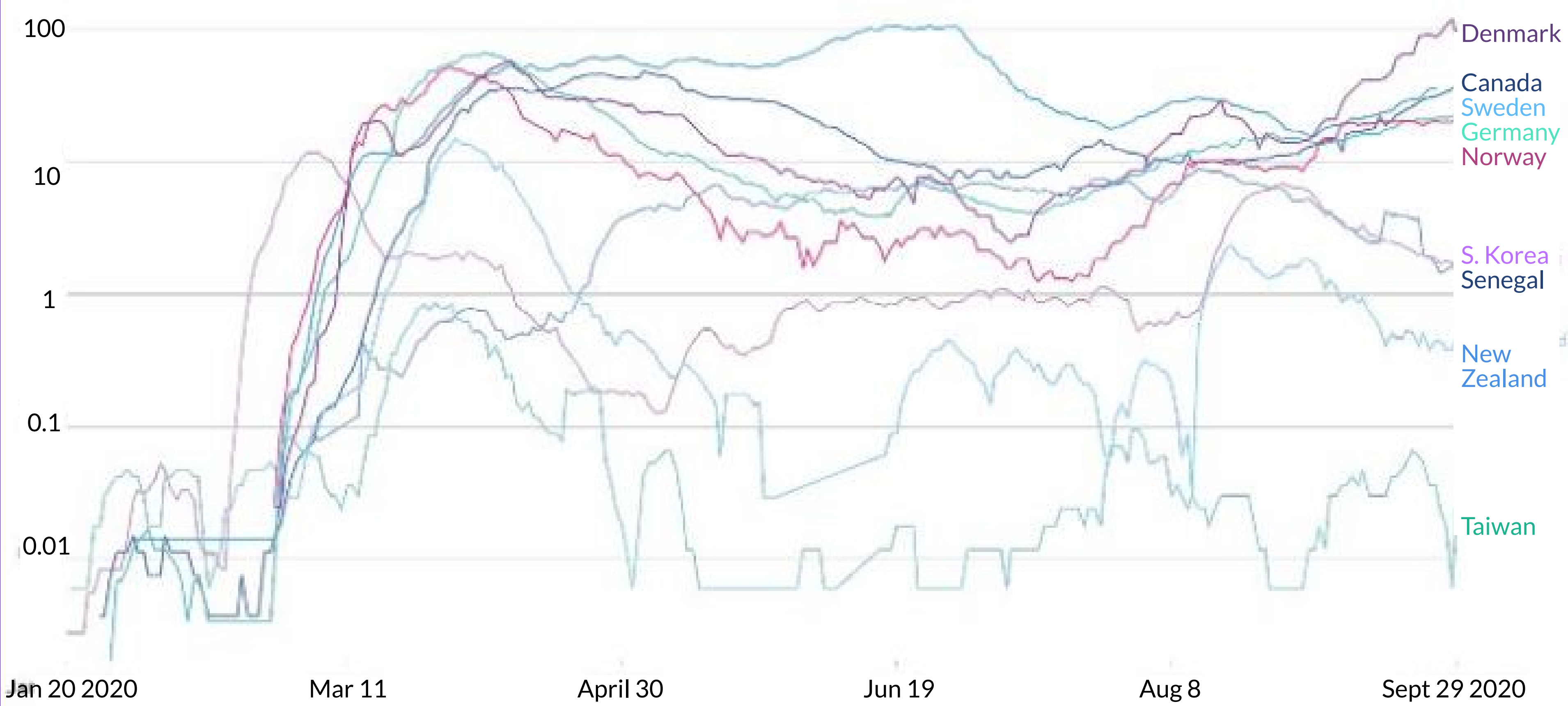


# Health Communication During COVID - Taiwan

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**Daily Confirmed COVID-19 Cases per Million People**  
Rolling 7-day average, logarithmic scale



Source: Our World in Data based at Oxford University

While other countries experienced challenges with their COVID-19 response, Taiwan experienced a lot of success despite its continued exclusion from the World Health Organization.

## Democratic Health Communication during COVID-19: Rapid Response

This larger project involved an analysis of health communication policies in Taiwan, Canada, South Korea, Senegal, Germany, New Zealand, Norway, Sweden, and Denmark to seek overarching principals for a democratic rapid response.

[Read the Report Here](#)

*How did Taiwan communicate national health policies during the beginning of the COVID-19 pandemic?*

*How did these national strategies facilitate the country's successful response?*

**488 confirmed cases and 7 deaths**

Sept 1st, 2020

## Main Findings



The government's efforts to be accessible and transparent about their health policies contributed to high levels of trust which in turn developed a sense of community and significant public compliance with regulations.



Taiwan's government invested in extensive communication strategy, which used multiple platforms to inform the public about policy changes in a timely and accurate manner, enabling them to adjust their behaviour and prevent transmission of the virus.



Taiwan's history with the SARS virus meant the country had legislation that could trigger a large-scale reorganization of its government, thus permitting a quick and practiced response to COVID-19.

## A Nation at the Ready

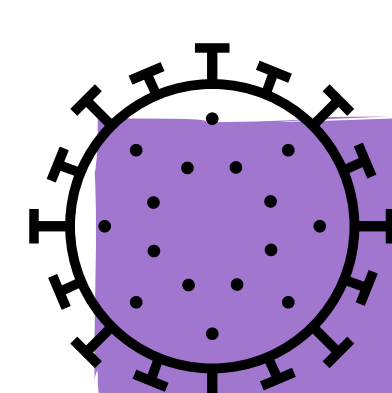
After the SARS outbreak in 2003, the Taiwanese government created the Communicable Disease Control Act and conducted multiple practice drills. These resulted in the Communicable Disease Control Act that allows the Ministry of Health and Welfare to seek approval to establish the Central Epidemic Command Centre (CECC). The CECC coordinates communication between all levels of government agencies and private organizations for epidemic prevention.

## A High Level of Public Trust

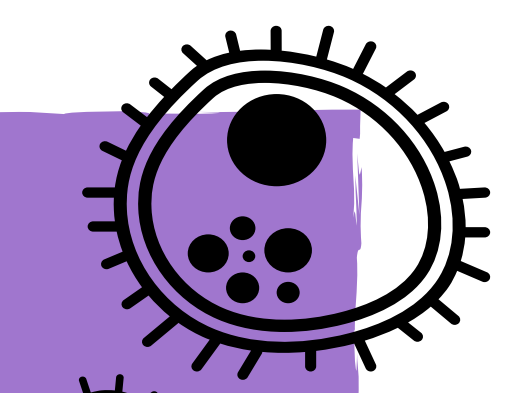
This was accomplished through daily press conferences from the CECC to address fear and disinformation. The CECC shared information on border control measures and new policies, emerging research on the virus, and the results of contact tracing. These conferences were made accessible through the use of simple language and livestreaming.

## A Multi-Platform Approach

Taiwan also used a variety of media channels to disseminate information to the public and allocated \$7.15 million USD towards communications. The CECC works with the Centers for Disease Control (CDC) to use information ads, radio stations, Facebook, Instagram, LINE, breaks, YouTube, texts and more to communicate policies and information. The CDC's official LINE account also functioned as a question and answer service on COVID-19-related concerns and Taiwan developed a platform that allows the public to track nearby mask reserves.



## Covid-19 Impact



The nature of the COVID-19 pandemic meant that Taiwan's communication policies are **constantly evolving**.

This means that new communication methods are introduced regularly, emphasizing **the importance of informing the public** of any changes in policies.

The way a government communicates changes and mistakes can **impact the public's trust and behaviour**.

**This research is a preliminary analysis of Taiwan's current policies;** however, there is potential for a shift in the behaviour of the public as the conditions of the pandemic change as time goes on.

## Policy Relevance

Taiwan's success has resulted in its rising international presence. The country has worked to draw further attention to its ability to fight COVID-19 through its mask diplomacy (donations of masks to other countries). However, as Taiwan's virus response becomes further politicized domestically, there is growing concern that the amount of testing for COVID-19 has been reduced to keep case numbers as low as possible to support the government's own foreign policy. This could contribute to an erosion of trust in the future, which might affect future compliance with regulations.